

**Subject:** This week from CCA (CCA Delivers - April 20, 2017)  
**From:** "Central City Association" <jdanganan@ccala.org>  
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CCA Delivers

CCALA.org

April 20, 2017

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### CCA Holidays at the Globe

*Councilmember Paul Krekorian, CD2; Matt Hale, CD2; Jessica Lall, CCA; Dennis Gleason, CD15; Councilmember Joe Buscaino, CD15; and Arden Hearing, Trumark Urban*

### Members Soiree at TEN50

CCA started a new tradition at our Members Soiree on Tuesday, hosted by TEN50, to honor city staff members of elected officials who have made important contributions to the community. **Dennis Gleason** (CD15) and **Matt Hale** (CD2) were the inaugural honorees for their work in launching the City's sidewalk repair program, and Councilmembers Joe Buscaino and Paul Krekorian joined us in acknowledging their commitment to public service. Attendees were also offered private tours of TEN50's model homes, which are the first set of condos for sale in Downtown in years. [Click here for photos from the event.](#)

Special thanks to **Rhonda Slavik**, Polaris Pacific, and **Arden Hearing**, Trumark Urban, for hosting the event.

Save the date for our next **Members Soiree on June 21**, hosted by **Sheraton Grand Los Angeles**. We will be honoring **Calvin Hollis** and **Marie Sullivan** for their work on the new Metro portal at The Bloc.

### Angels Landing RFQ

On April 12, the City of Los Angeles released the RFQ for **Angels Landing**.

## **EVENTS CALENDAR**

### CCA EVENTS

#### **FRIDAY, APRIL 21**

8:30 a.m. - 12 p.m.

COMMUNITY EXCHANGE DAY WITH SKID ROW HOUSING TRUST

Star Apartments

#### **TUESDAY, APRIL 25**

5:30 - 7:30 p.m.

JOIN CITY PLANTS IN HONORING

JESSICA LALL

Lot 613

#### **THURSDAY, MAY 11**

11 a.m. - 1:30 p.m.

CCA'S 23RD ANNUAL TREASURES

LUNCHEON

Westin Bonaventure Hotel & Suites

#### **WEDNESDAY, MAY 17**

4 - 5 p.m.

MEET & GREET: SENATE

PRESIDENT PRO TEMPORE KEVIN

DE LEON

Los Angeles State Historic Park

Open to Executive Committee

members only.

#### **THURSDAY, JUNE 15**

11 a.m. - 1:30 p.m.

HOUSING PANEL & SHOWCASE:

DENSITY IS OUR DESTINY

Omni Hotel Los Angeles

#### **WEDNESDAY, JUNE 21**

5:30 - 7:30 p.m.

MEMBERS SOIREE HONORING

CALVIN HOLLIS AND MARIE

SULLIVAN, METRO

Sheraton Grand Los Angeles

## **COMMITTEE CALENDAR**

Responses are due on **May 22** and the City will be holding an optional Pre-Submittal Conference on **April 25, 2017 at 2 p.m.** The conference will be held in the Ronald F. Deaton Civic Auditorium at 100 W First Street, Los Angeles, CA 90012. To review the RFP, [please click here](#).

Angels Landing is a 2.26 acres site in the heart of DTLA at 361 South Hill Street. Sitting above the Pershing Square Metro Station, the site was previously intended to be the third phase of the California Plaza Project, but due to economic conditions and the dissolution of redevelopment, the site was never developed. The City is seeking a development that meets the following objectives:

1. Develop the site at the highest level of intensity, creating a high-energy urban experience with a mix of uses.
2. Provide publicly accessible open space and incorporate community amenities into the development.
3. Provide active and accessible linkage between the residential, office, and cultural amenities on Bunker Hill and the regional transportation system portal for pedestrians, transit users, and cyclists.

For more information, please contact CCA's VP of Public Policy, [Marie Rumsey](#).

**WEDNESDAY, APRIL 26**  
8:30 - 10 a.m.

#### **HOMELESSNESS POLICY**

**Topics:** Next Steps for Measure H;  
Motel Conversion Program

**Special Guests:** Phil Ansell, Director, Homeless Initiative L.A. County Chief Executive Office; Capri Maddox & Gita O'Neill, Office of City Attorney Mike Feuer, City of Los Angeles



## **CCA IN ACTION**



## **Housing, Land Use & Development Committee**

At this week's Housing, Land Use and Development Committee meeting, we had a presentation from Carmen Zella from Now Art L.A. about public art. And CCA members also heard from Controller Ron Galperin about many of the challenges the city is facing, including the shortage of housing.

Now Art L.A. has created a tool kit for developers to inform decisions about utilizing the Arts Development Fee (ADF). The City requires private development projects valued at \$500,000 or more to pay an arts fee based on the square footage of the building or one-percent of the project's Building and Safety permit valuation, whichever is lower. A developer may choose either to oversee their own site-specific ADF-funded art project or pay the fee associated with their project. For the paid-in fees, the City of L.A. maintains a trust fund of segregated project accounts to fund future Department of Cultural Affairs programming. Office, retail, manufacturing, warehouse, and hotels are required to pay this fee. Residential units and parking structures are exempt.

The developer's tool kit includes information about different prototypes of public art. The presentation includes cost estimations, and citing and maintenance requirements. The point of this tool kit is to provide enough information to developers early in the process so the art is provided onsite. Public art has the ability to connect Downtown neighborhoods and enhance new development. CCA will continue to partner with Now Art L.A. to promote public art in DTLA.

CCA attended Metro's Planning and Programming Committee meeting on April 19, asking Metro board members to continue prioritizing the planning of a Red Line terminus station in the Arts District. A 6th Street station would serve the fast-growing Arts District population and the many new and growing businesses in the area, and would also connect to the under-construction 6th Street bridge and park. Metro staff have been directed to plan upgrades to Division 20 facilities in such a way that a new station is not precluded, but competing priorities and an advanced timeline have complicated the effort.

On behalf of the Arts District community and its members, CCA expressed concern that Metro's current approach may not be proactive enough to see a station planned and built on an appropriate timeline, and that real solutions need to be identified. Further, we asked that the station be included in Metro's Long Range Transportation Plan to give greater certainty to local developers, property owners, and city planners. Staff also requested that Metro continue working with local stakeholders who have taken it upon themselves to seek out creative

Controller Galperin presented his recent audit on the City's Density Bonus Program and discussed other initiatives he is leading to create better incentives, better policies and better processes to have a more pro-business approach at City Hall. The audit concluded that the density bonus program does not provide sufficient incentives to reach market rate projects. It is primarily used by 100% affordable housing projects. The audit states that from 2008-2014, the program only created 329 affordable units in market-rate projects. Controller Galperin stated that the Density Bonus ordinance should be enhanced to create greater use and he is using the audit as way to talk about the need for increased housing production.

CCA members engaged Controller Galperin and flagged issues that must move forward, including community plan updates. We discussed regulating new industries of the shared economy, such as Uber and AirBnB. The idea of a Department of Consumer Affairs was proposed as a way to address the shared economy. Currently, the City is contemplating requiring City Planning to enforce home sharing rules and CCA members expressed great concern that this would derail efforts to update the community plans. We also discussed the need for the business community to come together to collectively support solutions to address the housing crisis.

CCA thanks **Carmen Zella**, Now Art L.A., and **Controller Ron Galperin** for their remarks.

solutions to space constraints and funding options, and suggested that Metro perform their Division 20 work in phases, preserving the time needed to develop a detailed plan for the 6th Street station.

For more information please contact CCA's Director of Public Policy, [Shane Phillips](#).



## CCA MEMBERS IN THE NEWS

"It's a big shift in policy, and it's going to kill housing production," Noel Hyun, Liner LLP. *Los Angeles Times*, April 19, 2017. "[L.A. stiffens rules for replacing rent-controlled units.](#)"

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## Mayor Garcetti's 2017-2018 City Budget Proposal

Today, at the State of the City, [Mayor Garcetti released his 2017-2018 Budget Proposal](#) and shared his vision for moving Los Angeles forward. Mayor Garcetti outlined his priorities including ending homelessness, increasing housing production, updating the community plans and approval of the Affordable Housing Linkage Fee. The proposed budget includes \$176M for homelessness: \$122M for permanent supportive housing, \$11M for shelters/prevention, \$37M for engagement/cleanliness and \$6M for administration. Additionally, the budget proposal includes \$3.5M for the community plan program.

The Mayor announced that starting in July 2017, he will be the chair of the Metro Board and his priority is to make riding Metro safe and convenient. The proposed budget also includes \$14M to expand DASH services. Finally, Mayor Garcetti emphasized City core services. He is allocating new resources to remove graffiti within 24 hours and discussed reforms to the Los Angeles Police Department to further establish community relationships. The City Council's Budget & Finance Committee will begin budget deliberations next week and the City Council will adopt the budget by June 1, 2017.



## NEW MEMBERS

- Carrier Johnson
- Arts District Los Angeles



## Announcements

### CCA CAREERS

CCA is seeking an *Events Manager* to join our office in the heart of DTLA. This at-will position offers an excellent opportunity to be a part of Downtown's transformation into the region's center for growth. The candidate will play a vital role producing a variety of events to engage the diverse membership of CCA and help create experiences that reinforce the brand and value proposition for CCA. To read the full job description, please [click here](#).

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### MEMBER SUGGESTIONS

#### CCA'S DRAFT VISION AND ADVOCACY PRIORITIES

CCA seeks your input regarding our draft Vision and Advocacy Priorities. [Please review the document here](#) and send your feedback and interest in any of our working groups by May 4 to CCA VP of Public Policy, Marie Rumsey, at [mrumsey@ccala.org](mailto:mrumsey@ccala.org).

Once the priorities are finalized through this process, each advocacy priority will be further refined by developing an implementation strategy and communications plan.

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### CCA IS LOOKING FOR A NEW OFFICE

Hal Bastian, a DTLA consultant and CCA Executive Committee member, has been chosen to represent CCA in our immediate search for new office space in DTLA. Hal is representing CCA as our broker through his affiliation with Amalgamated Metropolitan Properties, Inc., and can be reached at [hal@halbastian.com](mailto:hal@halbastian.com) or (213) 440-0242.

Please contact Hal to find out CCA's space requirements and/or to submit potential office space for consideration. CCA's goal is to move into our new office by the end of this year!

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### CCA STRATEGIC PLAN

CCA is looking for a consultant to prepare a strategic plan. The intent of the strategic plan is to provide CCA with a road map to be the ultimate voice for the future of DTLA. To submit consultant recommendations please contact CCA's Associate Director of Public Policy & Membership, Joanne Danganan, at [jdanganan@ccala.org](mailto:jdanganan@ccala.org) or (213) 416-7511.

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